



HopeWorks of Howard County's

Purple Challenge Toolkit



October 2026

Welcome to The Purple Challenge 2026!

Every October, in recognition of Domestic Violence Awareness Month (DVAM), HopeWorks launches The Purple Challenge. This month-long virtual campaign mobilizes our community to raise awareness, engage others, and fundraise for survivors of intimate partner violence in Howard County.

DVAM unites individuals, organizations, and communities to shine a light on intimate partner violence and uplift survivors. HopeWorks calls on everyone – advocates, families, neighbors, and supporters – to stand together and take action.

Together, we can end domestic violence and build a safer, more peaceful community. Change starts now; be part of it.

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About The Purple Challenge

From October 1 to 31, individuals and teams create fundraising pages and rally support. **Our goal is to raise \$20,000 – and your involvement is crucial. Donate, start a fundraising page, or simply help spread the word.**

However you participate, you drive real change. **Every dollar fuels HopeWorks' vital services, education, and outreach programs for survivors and the community.**

This year, new challenge pathways make it easier and more exciting than ever to get involved and make a difference.

Use your voice. Rally your people. Make an impact this October.

Choose Your Purple Challenge Path

3x3x3 Challenge

Flexible, entry-level participation through simple actions, awareness, and fundraising.

Purple Thursdays

A mini challenge with a weekly rhythm for participation.

Purple Pace

Movement-based goals and activity challenges throughout October.

Questions? Contact us!

24-Hour Hotline: (410) 997-2272

Social Media: @HopeWorksofHC

Website: www.HopeWorksofHC.org

For Purple Challenge questions, email aadams@hopeworksofhc.org.

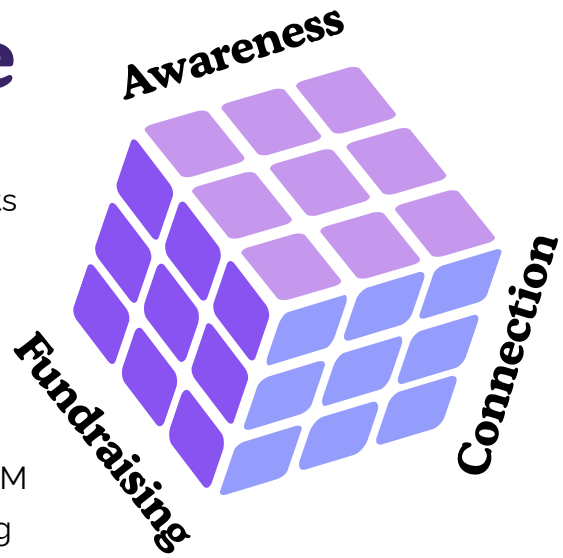
For general inquiries, call the HopeWorks Main Office at (410) 997-0304.

3x3x3 Challenge

Complete **3** Awareness Actions, **3** Connection Actions, and **3** Fundraising Actions. Use the lists below for inspiration, or create your own.

Awareness Actions

- Share a HopeWorks social post on [Facebook](#) or [Instagram](#)
- Post a DV awareness statistic using #DVAM
- Wear purple on Oct. 15, post about it & tag @HopeWorksofHC
- Share a hotline or resource
- Attend a [HopeWorks event](#)



For extra difficulty:

try a weekly
3x3x3 Challenge!

Connection Actions

- Check in with a friend or family member
- Start a conversation about DV awareness
- Invite 3 people to join the campaign
- Ask a coworker or group to support [HopeWorks' Emergency Pantry](#).

Fundraising Actions

- Make a personal donation (\$10-\$25 suggested)
- Ask 3 people directly to donate
- Share your fundraising page using #HopeWorksPurpleChallenge
- Set a small goal (e.g. \$100)

Mini Challenge Purple Thursdays

**Every
Thursday:**

- Wear purple
- Post once
- Share fundraising page

Purple Pace

Create your own _____-a-thon and set personal activity goals to complete throughout October.

Choose any measurable and fun goal! Examples include:

- Walk or run 31 miles in 31 days
- Complete a 50- or 100-mile challenge
- Read a set number of pages each day
- Reach a daily step count
- Draw, game, or do another activity for a set number of consecutive hours
- Knit or crochet a certain amount of rows



Plan how you'll achieve your goal. Decide if you'll do a little each day or focus on a more sustained activity over a weekend.

Invite friends and family to pledge a dollar amount per each milestone you reach, or a flat donation amount.

For example: Jordan completes 31 miles in 31 days and asks her supporters to donate \$31 each.



Allison starts a Read-a-thon and asks for pledges of \$0.05 - \$0.25 per page read.



Track your progress and share updates with your supporters.

Spread the word about your challenge and encourage others to join!

Use the tips and tools in this guide to start collecting donations with your fundraising page link.

[Click here to download challenge tracking worksheets.](#)

About HopeWorks

At HopeWorks our mission is to support and advocate for people in Howard County affected by sexual and intimate partner violence and to engage the community in creating the change required for violence prevention.

Donations to HopeWorks fund our services for survivors and their families:

- 24-Hour Helpline for connection to services, resources, and information
- Hospital Accompaniment Program providing comfort and advocacy to survivors at Johns Hopkins Howard County Medical Center
- Individual case management for all clients
- Emergency financial assistance
- Confidential emergency shelter and extended housing for survivors & families
- Crisis, individual, and group counseling for adults and children
- Support groups & long-term wellness programs for survivors
- Legal advice, consultation, and/or representation in peace & protective orders, family law proceedings
- Community outreach, education, and wellness programs that promote violence prevention and address the root causes of violence

Last Year We...

- supported **4,466 total clients** across all programs
- answered and followed up on **2,345 hotline calls**
- housed families for a total **2,978 nights in shelter**
- provided **683 hours of counseling** to adults and children

Why Your Support Matters

HopeWorks is navigating a challenging funding environment at a time when the number of people we are serving has increased significantly.

In FY26, HopeWorks served **4,466 people**, compared with **2,782 in FY25**, a **61% increase in just one year**. At the same time, many of the grants that fund survivor services can only be used for specific expenses, which means they do not always cover the full cost of keeping a 24-hour crisis response, Safe House, counseling, legal advocacy, hospital accompaniment, prevention education, and other critical services available.

The Purple Challenge raises flexible funding that HopeWorks can use where it is needed most. When we raise unrestricted dollars, we are not just funding a program, we are helping HopeWorks remain ready to respond whenever a survivor reaches out for help.

Every donation has a big impact and helps us achieve our mission:

- \$25 staffs our 24-Hour Crisis Hotline for one hour.
- \$50 reaches a child in need through our prevention education programs.
- \$150 covers one in-person hospital advocate response.
- \$500 supports a week-long stay in our Safe House emergency shelter

Domestic Violence Statistics

- In 2025, at least **47 Marylanders lost their lives to domestic violence**; an **increase of 15%** from the previous year. [Source](#)
- A **firearm was involved in 75% of domestic violence deaths** between 2018-2023. It remains the most common method of DV related homicide. [Source](#)
- Nationwide, **47% of women and 44% of men experience some form** of physical violence, sexual abuse, and/or stalking by an intimate partner. [Source](#)
- On a typical day in the United States, local domestic violence hotlines receive approximately 26,109 calls, or **18 calls every minute**. [Source](#)

Fundraising Tips

- **Donate to your own fundraiser.** It's easier to ask others to donate if you can say you are also a donor!
- **Personalize your fundraising page.** Add a photo and set a goal that is achievable, fun, and meaningful to you.
- **Make your message personal.** People are more likely to donate if they have a good understanding of why this cause is important to *you*.
- Share your page with family and friends via text or email and tell them why you support HopeWorks.
- Use your social media to gain support. You can use the sample posts and images found in this toolkit or create your own.
- **Post on social media once a week or more** to remind people of what you're doing and to celebrate your progress. **Post at different times of the day** to reach more people.
- Always check that your links work before sharing! If your fundraising page isn't working, you may still need to verify your email address. Contact aadams@hopeworksofhc.org for technical assistance.
- Finally, take a few moments to **thank your donors for their contributions**. On social media, you can publicly tag supporters to encourage others to join.

[Click here to create
your fundraising page](#)



Sample Fundraising Email

Customize the template below to make it your own!

Hi friends and family,

This October, I'm participating in HopeWorks' Purple Challenge in honor of Domestic Violence Awareness Month. I'm joining the campaign through *lyour challenge name, ex. Purple Pace!* to help raise awareness and support survivors of intimate partner violence in our community.

HopeWorks is a local nonprofit that provides crisis intervention services, advocacy, shelter, counseling, prevention education, and long-term support for survivors and their families in Howard County. Last year, HopeWorks supported 4,466 survivors, 61% more than the year before.

This cause is important to me because *lpersonalize here!*

Throughout October, I'll be *lsharing awareness posts / completing a movement challenge / doing Purple Thursdays / etc.]* as part of my Purple Challenge participation. My goal is to raise *l\$amount!* to support HopeWorks' life-changing programs and services.

If you would like to support my fundraiser, you can donate here:
lInsert fundraising link!

Your Purple Challenge gift provides flexible funding that helps HopeWorks remain ready when survivors and families need support.

Thank you for supporting survivors and helping create a safer community.
lYour Name!

Quick Personalization Tips

- Mention why you chose your Purple Challenge pathway
- Share updates, milestones, or fundraising progress throughout October
- Include a photo, challenge update, or personal goal
- Make your message authentic and conversational
- Invite others to share, donate, or participate alongside you

Sample Texts & Posts

Below are simple templates you can fill in with your own details to use as social media captions or text messages. On social media, be sure to use **#DVAM** **#HopeWorksPurpleChallenge** and tag **@HopeWorksofHC**.

This October I'm *[sharing awareness posts / completing a movement challenge / doing Purple Thursdays / etc.]* for HopeWorks' Purple Challenge to support local programs for survivors of intimate partner violence. This cause is very close to my heart because *[personalize here]*. Would you be willing to support my [challenge name] with a donation? Donate at *[insert fundraising link]*

I am *[sharing awareness posts / completing a movement challenge / doing Purple Thursdays / etc.]* to raise funds for survivors of intimate partner violence this October during Domestic Violence Awareness Month. My personal fundraising goal is *[\$amount]*. I am proud to say that 100% of the money I raise goes to HopeWorks' mission to support survivors and their families in Howard County. Will you join me? Donate at *[insert fundraising link]*

I'm participating in HopeWorks' Purple Challenge because a survivor's need does not begin and end with a grant cycle. HopeWorks served 4,466 people last year, 61% more than the year before. Unrestricted donations give HopeWorks the flexibility to keep critical services available, respond to unexpected needs, and cover costs that restricted grants often cannot. Every gift helps sustain HopeWorks' comprehensive services for survivors and families in our community. Will you help me reach my *[\$amount]* goal? Donate at *[insert fundraising link]*

[Click here to download social media images.](#)



Other Resources

Songs

"(I Can't Keep) Quiet" (6:15) – Written by musician and activist MILCK, this song is about finding your voice after experiencing trauma. It went viral during the 2017 Women's March and was performed and amplified by groups around the world. MILCK considers music "her way of processing the world around her, while also imagining a better one that lies ahead."

"Break the Chain" (4:28) – Created by the ONE BILLION RISING campaign, this song is a call to action for everyone to rise up and demand an end to gender-based violence. "Dancing insists we take up space, and though it has no set direction, we go there together. Dance is dangerous, joyous, sexual, holy, disruptive, and contagious and it breaks the rules. It can happen anywhere, at anytime, with anyone and everyone, and it's free. Dance joins us and pushes us to go further..." - Artistic Director Eve Ensler

Poems

"Mine" (4:42) – In this short film, a spoken word artist reflects on an abusive romantic relationship. Created by Shannon Morrall and others at Fordham University as part of Campus Movie Fest, the world's largest student film festival.

"Poetic Epiphany Performs a Powerful Poem on Domestic Violence" (3:41) – The spoken word artist Epiphany shares her experience witnessing domestic violence as a child, and the impact it has on her. Her message to everyone: "If you are in danger, tell."

"Imagining a World Without Exploitation" (7:18) – A crowdsourced poem by survivors of gender-based violence and commercial sexual exploitation about a world where no one is exploited. Created as part of the Louder Together project, the poem began with a national poetry "all-call" to activists, writers, and survivors; lines from their submitted poetry were then woven into a final, collective piece.